



What is an Integration Manager?

THE DEDICATED INTEGRATION MANAGER

Has a clear mandate

- ❖ Focus on the integration
- ❖ Implement a prioritized structure
- ❖ Execute with speed
- ❖ Help create short term successes
- ❖ Achieve the reasons for acquiring the business

Works at All Levels

- ❖ Direct line between the Steering Committee and the execution
- ❖ Communicates as much as possible to both sides
- ❖ Develops social connections between the two organizations
- ❖ Lightning rod for the emotional uncertainty

Adaptable and Supportive

- ❖ Provides strategic advice before and after the transaction
- ❖ Plans, prepares and executes integration
- ❖ Trains and mentors staff to manage and deliver the integration
- ❖ Measures and reports status to leadership

THE COST OF INEFFICIENCY

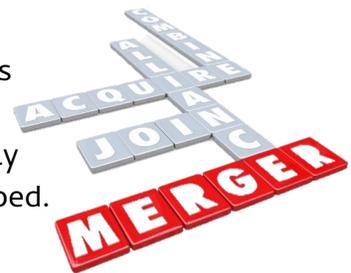
According to EY*, companies spend an average of 14% of the deal value on acquisition integrations. Anecdotal estimates are as high as 30%.

DOING YOUR OWN ACQUISITION INTEGRATION

When a business undertakes their own integrations, common reasons for this include:

- The acquisition budget does not include the cost of the integration
- Leadership consider themselves the ultimate experts in all matters concerning their business
- Overconfidence in running the integration, while maintaining business-as-usual with the same staff

Businesses *can* run integrations themselves. However, it is unlikely to be as smooth, timely or as cheap as if an expert helped.



USE PMI EXPERTISE

Experienced *Post Merger Integration* (PMI) professionals are akin to air traffic controllers: they can see the trajectory of projects

- They see clarity in chaos and are familiar with new discovering moving the goalposts
- They can prioritize milestones from the abounding requirements
- They provide impartial recommendations, considering the effects upon both the individual and the business
- Smooth integrations promote a positive business culture, which retains staff. Highly engaged business units result in 21% greater profitability**

* *The Right Combination: Managing Integration for Deal Success*, EY (2014),

** *The Right Culture: Not Just About Employee Satisfaction*, Gallup (2017)